ABSTRACT OF THE DISCLOSURE

A method of enabling a real entity to access a service on a communication network using a virtual entity, the method including the steps of establishing a user account including at least first data corresponding to the identity of the real entity and second data corresponding to the virtual entity and not identifying the real entity, storing the first and second data in a first database, linking between the first and second data in the first database, storing the second data at a second database, associating the second database with a communication network site, connecting the communication network site to the communication network, receiving the second data from an unidentified user on the communication network site, identifying the unidentified user as the virtual entity based on receiving the second data, and allowing the virtual entity to access the service.